

INDEX

- Adams, L. D., 65
Agricultural Experiment Station, 61, 65
Allison Oaks winery, 141
American Agricultural Association, 43
American Civil War, 45–6, 50
American Farmer, 41, 44
American Journal of Enology and Viticulture, 65
American Society of Enologists, 65
American Viticultural Areas (AVAs), 5, 105–6, 139–40, 144
see also names
Amin, A., 27
Andrews, Chad, 159
anti-liquor culture, 5, 9, 48, 53–4, 63, 71
Anti-Saloon League, 48
Appalachian State University, 127, 152, 158
apple brandy, 5, 39, 41
Argentina, 151
associations, industry, 20, 27–8, 71, 168
see also names
automobile industry, 26

banks, 83
Bannerman, Scot and Colleen, 110–11
Bannerman Vineyard, 110–11
barrels, 126, 142, 148
Bear Winery, 46
Beltsville, 57
Benjamin Vineyards and Winery, 119–20
Benton-Lane winery, 86
Bethabara, 38
‘Bible Belt’, 57, 84, 103
Biltmore Estates winery, 2, 54, 67, 69–70, 72, 84, 85, 131–2, 145, 147, 163
Blackwell, David, 143–4
Board of Trade, London, 33, 34

Boldon, Frank, 123
Boston, 18, 41, 45
brand development, 173
Brandon Hills Vineyards, 141, 143–4
brandy, 11, 39, 41, 51
 apple, 5, 39, 41
 peach, 39
 scuppernong, 64
Brasswell, David, 159
Buck Shoals Vineyard, 122

California, 29, 59, 64, 65, 67
California State University, 142
Canandaigua Wines, 56
Cassedy, Marsha, 80
Cathey, C., 36
Cecil, William A. V., 2, 69
Census of Manufactures for North Carolina (1810), 41
Center for Mountain Wine Growing, 127
Cerminaro Winery, 80–1
Chalet Debonnet, 91
Champlin, Charles, 42
Chapel Hill, 120
Charlotte, 8, 57, 105
Childress, Richard, 116, 117
Childress Vineyards, 85, 115, 116, 117–18, 127
Chile, 19, 29, 108, 147, 151, 167
Cincinnati, 43
clusters, 9–11, 12, 15, 17, 23, 24, 125–6, 133, 135, 160–1, 166–8, 171
 governance, 26–8
 and industrial districts, 18–22
 wine, 28–31
see also networks
Coe, Kathy and Van, 94

- collaboration/cooperation, 15, 18, 20, 29,
51, 100, 101, 102, 126, 130, 166
- colonists, 5, 11, 15, 33–41, 42, 46, 50, 51, 63
- Communion wine, 38, 39
- competition, 19, 20–1
- competitions, 35, 44, 153
- corn, 5, 40
- corn liquor, 58
- Cornell University, 64, 66, 81, 83, 109, 138
- cotton, 60
- Crater, Terry and Joanne, 122–3
- Creek Side Winery, 122, 123
- Crouse, Lynn, 94
- Deerfield Vineyards Wine Cellars, 60–1, 62
- Delille, Bernard, 2, 70, 145, 163, 170
- Denka, George, 86
- Dennis, Pritchard and Sandon, 108–9
- Dennis Vineyards, 108–9
- distribution, 125, 172
- Divine Llama Vineyards, 141, 142–3
- Dobbins Creek, 139
- Doub, Tim and Brenda, 122
- Douglas, Jerry, 131
- Duplin Wine Cellars, 2–4, 61–3, 64, 91,
103, 104, 110, 111, 114
- Dyer, Matt, 86
- Edgecombe County, 41
- education, 11–12, 18, 31, 43–4, 60, 99, 102,
125, 127, 141, 147, 164, 170
see also knowledge dissemination; Surry
County Community College
- Ellis and Company, 46
- entrepreneurship, 4, 7–8, 11, 17–18, 21, 71,
83–4, 102
- estate agents, 83
- fairs, 43, 44, 123, 153
- farmers, 9, 41, 49, 50, 53, 54, 56, 62, 70–1,
75, 90–1, 92, 93–4, 95–6, 101
cooperative, 3
growing grapes, 47, 76–7, 110–12
'self-pick', 110
- Fayetteville, 46
- Federal Alcohol Control Administration
(FAC), 58
- Federal Emergency Relief Administration,
53, 55
- Fenchak, Sharon, 2
- Fligstein, Neil, 15, 166
- Flint Hill Vineyards, 122
- France, 81, 148
- Frank, Konstantin, 65
- Frizolowski, Mark, 115, 116–17, 126
- fruit, 46, 57
see also peaches; strawberries; table grapes
- fruit wines, 48
- funerals, 38, 41
- Fussell, Ann, 63
- Fussell, D. J., 3, 62, 104
- Fussell, David, 2–3, 61–3
- Garden Gate Vineyards, 112
- Garrett, Charles, 47
- Garrett, Paul, 47–8, 49, 51, 55–6, 58, 62,
104, 165, 166
- Garrett and Company, 47–8
- Geise, Gil, 152
- Geneva, Switzerland, 18
- Georgia, 55, 118
- Germanton Winery, 67, 68
- Germany, 148, 151
- Giuliani, E., 108
- Glade, W. P., 21
- Gohdes, Clarence, 55
- governance, network, 11, 25, 26–8, 30, 50,
108, 132, 133, 146, 155
- government/state, 8, 45, 49, 53, 59–60, 70,
71, 92, 171–2
agencies, 155
- grape production *see* viticulture
- grape varieties
Alexander, 37, 41
Cabernet Franc, 148, 150
Cabernet Sauvignon, 68, 105, 139, 148,
151
Chambourcin, 64, 69, 80
Chardonnay, 65, 68, 80, 105, 148, 150–1
Concord, 47
hybrids, 1, 2, 41, 45, 64–7, 69, 164
Isabella, 42
Malbec, 151
Merlot, 69, 80, 148, 150
Niagara, 69
Norton, 41, 43, 47, 112
Pinot Noir, 148, 151
Riesling, 65, 148, 151

- Seyval Blanc, 64, 69
 Viognier, 116, 143, 148–50, 151
 Zinfandel, 70
 Grapefull Sisters Vineyard, 111
 Great Depression, 53, 55, 92
 Great Exhibition, London, 44
 Great Western wine, 42
 Greene, William, 46
 Gregoire, Christine, 92
 Griffin, Lee, 80
- Halifax County, 42, 47
 Hammond, Phil and Natalie, 118–19
 Hancock, John, 41
 Hanover Park winery, 81–2
 Hardison, Harold, 3, 62
 Hartsfield, Raymond, 56
 Haw River Valley AVA, 120, 139
 health, 3, 63–4
 medicinal wine, 49
 tobacco, 60, 92
 Helton, Michael and Amy, 81–2, 121
 Hinnant Family Vineyard, 109
 Hobson, Frank, 90–1
 Holder, Grant, 127, 152
Horticulturalist, 44
 Hughes, Tom, 143
 Husmann, George, 42
 hybridization, 44, 45, 54, 64
 hybrids, 1, 2, 41, 45, 64–7, 69, 164
- information, 12, 13, 59, 60, 65–7, 71, 100,
 101, 135–6, 156–7
 see also education; knowledge dissemina-
 tion; research
 Inkpen, A., 27
 innovation, 12, 17, 19, 21, 23, 24, 25, 26–7,
 29, 36, 108, 129–30, 166–7
 institutions, 8, 15, 58–9, 77–8, 98–100,
 127–8
 Iron Gate Farm, 120–1
 Italy, 18, 19, 29, 108, 167
- Jackson, Charles T., 45
 Jacques, Jean, 42
 jams, jellies and juices, 56, 60
 Jefferson, Thomas, 37, 41
 Johns, Greg, 116
 Johnson, Chuck, 139
- Johnston, Gabriel, 33–4, 37
 Johnston County, 62
 Jourdain, Philippe, 69–70
 jug wine, 60
 Junius Lindsay Vineyards, 149
- King, Linda, 91, 121
 knowledge dissemination, 10, 11, 12, 13,
 17–18, 20, 21, 22–4, 26, 27–8, 30, 45,
 50, 71, 72, 84, 88–9, 100, 101, 107–8,
 126, 129–30, 161, 166–8, 169–70, 171
 see also education; networks; research
 Kroustalis, Jack, 1–2, 67–8
 Krugman, Paul, 17
- landowners, 9, 76, 90, 94–5, 142
 Laurel Grey Vineyards, 121, 139, 142
 Lawrence, R. de Treville, 75, 76
 Lawson, John, 37
 LEAF funds, 91, 93, 94
 Liquor Taxing Act, 58
 Longworth, Nicholas, 43
 Louisiana, 55
- McBuie, Allen, 46
 McDowell County, 123
 McGee, Bill, 68
 McRitchie, Patricia, 105
 McRitchie, Robert, 99
 McRitchie, Sean, 86, 122
 Madeira, 43
 marketing, 10, 43, 156, 157–60, 163, 172–3
 markets, 15, 17, 22, 50–1, 96–8
 colonial, 38, 39–40
 differentiation, 29, 106–8
 formation, 70–3
 growth, 100–2
 stabilization, 165–71
 Marshall, Alfred, 9, 10, 17, 18
 Maskell, P., 21
 Maybery, Matthew, 105
 Medoc Vineyard, 3, 42–3, 47
 methoxypyrazine, 153
 Metzger, Margo Knight, 103
 Missouri, 42
Monthly Journal of Agriculture, 43
 ‘moonshine’, 5
 Moore, Kevin, 158–9
 Moore, Murphy, 153
 Moravian settlers, 15, 37–40, 51

- Mother Vine, 37, 63
 Mother Vineyard, 56
 muscadine *see vitis rotundifolia*
 Myers, Ashley, 142
 Myers, Kim and Benny, 121–2, 139, 155
- Napa Valley, 76, 116, 118, 135, 151
 NASCAR, 5, 116, 117
 Nealy, Joe and Joyce, 87
 networks, 9–10, 12, 17, 19, 21, 100, 101,
 107–8, 125–6, 127, 129–30, 133, 136–8,
 141, 161, 166–9
 efficiency, 24–8
 hierarchy, 25–6, 126, 168
 importance, 22–4, 115–16
 incremental additions, 118–23
 muscadine producers, 113–15
 scale, 116–18
 New River Grape Growers Association, 57,
 60
 New York, 3, 42, 49, 56, 61, 65, 66, 148
 North Carolina Agricultural and Technical
 State University, 156
 North Carolina Cooperative Extension
 Service, 127–8
 North Carolina Department of Agriculture,
 2, 8–9, 15, 31, 44, 45, 49, 61, 103, 124,
 172
 Board of Agriculture, 42
 North Carolina Department of Agriculture
 and Consumer Affairs, 15, 99
 North Carolina Department of Commerce,
 15, 99, 120, 124, 157, 172, 173
 North Carolina General Assembly, 128
 North Carolina Grape and Wine Council,
 160
 North Carolina Grape and Winegrowers
 Association, 124
 North Carolina Grape Council, 15–16, 72,
 99, 103, 138
 North Carolina Grape Growers Association,
 60, 61, 158
 North Carolina Muscadine Grape Associa-
 tion, 113
 North Carolina Relief Administration, 55
 North Carolina State University, 60, 61, 72,
 93, 99, 127
 North Carolina Wine and Grape Council,
 103, 131
- North Carolina Wine Growers Association,
 100, 121, 145, 146, 163, 164
 North Carolina Wine Summit (2009), 148
- Oches, Norm, 127
 Ohio, 42, 91
 Old North State Co-op, 122, 123
 olive oil, 34, 36
On the Vine, 14, 104, 150
 Onslow County, 56, 57, 59
 Onslow Wine Cellars, 56, 57
 Oregon, 148, 151
- Patent Office, 44, 45
 Patria Properties, 126
 peach brandy, 39
 peaches, 46
 Pennsylvania, 28, 68, 80
 phylloxera, 64, 65
 Piedmont, 1, 4–5, 11, 15, 38, 66, 67, 85, 97,
 104, 112, 122, 127, 131
 Piedmont Grape Growers Association, 68
 Pindar Vineyards, 116
 Pinney, Thomas, 41, 58, 66
 Piore, Michael, 9
 Pleasant Valley Wine Company, 42
 Prato textile industry, 18
 pricing, 12, 172–3
 Prohibition, 3, 5, 9, 11, 31, 48–9, 51, 54,
 57, 165
 repeal, 5, 49, 55, 56, 58, 63
- quality control, 30, 88, 104–5, 108, 132,
 144, 145–7, 152–7, 161, 162
- Raffaldini winery, 122–3, 170
 Rag Apple Lassie, 91, 121
 Raleigh, North Carolina, 40, 60, 66, 123,
 153, 155
 Raleigh, Sir Walter, 3, 37
 RayLen Vineyards, 85, 87, 126, 142
 regional identity, 5, 105–6, 139–41
 Renegar, Gene and Pam, 141–2
 research, 57, 59–60, 65–6, 147–8, 155, 171
 Research Triangle, 8, 120, 139
 resveratrol, 64
 Richard Wine Cellars, 56, 57
 Rigby, Stephen, 170
 Roanoke island, 3, 37, 63
 Rock of Ages winery, 115, 158–9
 Rockhouse Vineyards, 80

- Rogers, Will, 57
 Rose Hill, 2–3, 61–2
- Salem, 38–9, 126
 Winston-Salem, 126, 151
- Sanders Ridge Vineyard and Winery, 163
- Sandhills, 46
- Sands, M. E., 56
- Schwab, Ed, 81
- scuppernong *see vitis rotundifolia*
- ‘self-pick’, 110
- Senate Bills
 SB 164, 72
 SB 167, 59
- settlers *see* colonists
- Shadow Springs Vineyard, 139, 142, 163
- Shelton, Charlie and Ed, 85–7, 90, 99
- Shelton Badgett North Carolina Center for
 Viticulture and Enology, 155–6
- Shelton Vineyards, 85–6, 87, 99, 105, 128,
 149, 153
- Shepard, Steve, 68, 87, 126
- signature grape, 50, 104, 134
 searching for, 147–51
- Silicon Valley, 18
- silk
 in the colonies, 34, 36
 in Japan, 18
- Simpson, David and Judy, 68–9
- slavery, 44, 46
- Smith, Kent Egon, 142
- social capital, 18, 27
- societies, 44
 see also associations
- Somers, Larry, 72
- Sonoma Valley, 116
- Sorenson, O., 19
- South Carolina, 56, 57, 86
- South Creek Vineyards, 122
- Southern Pines, 46
- Southland Estate Winery, 62–3, 71
- Spain, 151
- specialisms, 12, 21, 22, 29, 138, 141–4
- Staber, Ulrich, 22, 24
- stability, 15, 19, 20, 25
- Star*, 40
- state *see* government/state
- State Agricultural Experiment Station,
 59–60
- State Board of Agriculture, 42
- Stave Worldwide, 126
- Stikeleather, Debbie and Gene, 120–1
- Stonefield Cellars, 118–19
- Stony Knoll Vineyards, 94
 strawberries, 94, 110
- Suggs, Sheila and Amy, 111
- Surry County Community College, 86–7,
 94, 99–100, 121, 122, 125, 127, 137,
 140, 141, 142, 143, 152, 155, 158, 170
- Swan Creek, 139, 142, 151, 163
- table grapes, 15, 56
- table wine, 58, 60, 65
- taverns, 39
- Tax and Trade Bureau, 105
- taxation, 3, 8, 45, 48, 58, 62, 72, 165
- teetotalism/temperance movements, 48–9,
 51, 57
- Tenner Brothers Winery, 57
- Terry, Mike, 68, 141
- Texas, 28
- time management, 153–4, 157, 160
- tobacco, 9, 54, 56, 75, 77, 90, 91
 decline, 92, 93–4
 smoking, 60, 92
- Tokay Vineyard, 46
- Tongo, Joseph, 43–4
- tourism, 2, 8, 14, 16, 99, 103–4, 105, 124,
 134, 139, 157–60, 162, 172
- trust, 19–20, 21, 22, 23, 25, 127
- Tugwell, Rexford, 57
- United States Department of Agriculture
 (USDA), 15, 97
- University of California, 65, 85, 118
- Uwharrie Vineyards, 115, 158, 159
- Uzzi, Brian, 22
- Valdese, 46
- Vanderbilt, George Washington, 69
- Verrazano, 34
- vignerons*, 35
- Vine-Glo, 49
- Vinifera Wine Cellars, 65
- Vinifera Wine Growers Association, 75
- Vinifera Wine Growers Journal*, 72
- Virginia, 28, 34, 35, 49, 55, 56, 57, 68, 72,
 81, 174
- Virginia Dare, 47, 56

- Virginia Dare Tonic, 49
 Virginia Polytechnic, 66
 viticulture, 34–7
 AVAs, 5, 105–6, 139–40, 144
 courses, 127–8, 146, 147, 155
 see also Surry County Community College
 diseases, 4, 35–6, 44, 64, 65, 66
 growers, 77–8, 87–8, 129–30, 133
 muscadine, 57–8, 108–15
 1969–2007, 98 (*table*)
 harvesting, 59
 hybridization, 44, 45, 54, 64
 prices, 77, 96, 97 (*table*)
 research, 57, 59–60, 65–6, 147–8, 155, 171
 terroir, 50
 time, 7
 vineyards, 1, 9, 10, 34
 development costs, 114
 maintenance, 83, 126
 professional, 87–8
 unregistered, 78–9
 see also names
vitis labrusca, 43, 56
vitis rotundifolia (muscadine; scuppernong),
 2–3, 4, 11, 34, 37–8, 39, 41, 42–4, 45,
 46–7, 50, 53, 54, 59–61, 72, 95, 96–7,
 104, 105, 106–7, 129, 164, 165
 farmers, 110–12
 and health, 64
 producers' networks, 113–15
 resurgence/revival, 61–3, 108–9
 yield, 55
vitis vinifera, 2, 4, 11, 35, 37, 41, 44, 45, 54,
 72, 98, 104, 107, 141, 150, 155
 breakthrough, 64–7
 pioneer growers, 67–70
 Vitners, Carl, 59
 Waldesian immigrants, 46
 Wallace, Fred and Angie, 123
 Washington, DC, 44, 57
 Washington, George, 40–1
 Washingtonville, 42
 Watson, Elkanah, 36
 Weant, Robin, 126
 Weber, Alfred, 17
 Weber, Max, 21
 Weller, John, 43
 Weller, Sidney, 42–3
 Westbend Vineyards, 1–2, 67–8, 137, 141
 whiskey, 5, 11, 39, 40–1, 51, 57–8
 Whitaker, Sonya and Bob, 112
 Whiteville, 46
 Wilkes County, 42
 Williams, Ed, 103, 150
 Wilmington, 34, 43, 46
 wine clusters, 28–31
 wine styles
 dry, 2, 106, 107, 129
 red, 64, 153, 154
 sweet, 3, 4, 106, 107, 129, 132, 164
 'wine trails', 16, 103, 139, 158, 172
 winemaking, 1, 8–10, 50
 colonial, 35–7, 39–42
 commercial, 42–4, 50
 after Prohibition, 54–8
 techniques, 135–6
 wineries, 4, 79
 boutique (hobbyist), 2, 4, 12, 80–5, 105,
 108, 118, 123–4, 126, 130, 133, 147
 capital-intensive, 85–90, 108
 earliest, 29
 farmers', 90–1
 founding, 6–8
 growth, 9–10, 15–16, 30, 134–8
 size distribution (2005), 124 (*table*)
 see also names
 Winston-Salem, 126, 151
 Wood, George and Benbury, 60–1
 Wurz, Robert, 118, 123
 Yadkin Valley, 85, 86, 105, 116, 121, 122,
 131, 137
 AVA, 2, 87, 105, 106, 115, 136, 137, 139,
 141, 155, 156, 163
 Yadkin Valley Country News, 104
 Yadkin Valley Wine Company, 137, 142,
 143, 144
 Yadkinville, 141
 Zeman, Andy and Nancy, 119–20